


AMERADA HESS CORPORATION

INTEROFFICE CORRESPONDENCE

TO: K. FISH
FROM: C. V. ISZARD 

MEMO: CVI/1002/97
DATE: 11/12/97

SUBJECT: Cigarette Outlet - Elmira Heights #32221

Location Share Information (7/28/97 - 10/26/97):

	<u>PM</u>	<u>RJR</u>	<u>BAT</u>	<u>LOR</u>
Tot. Share	27.9%	24.3%	28.3%	19.3%
Full Share	23.8%	13.6%	5.2%	15.0%
Disc. Share	4.1%	10.7%	9.1%	4.3%
P/L Share	-	-	13.1%	-

The above share information was used to develop the layout of the location and fixturing. I believe this location can retain it's existing business base and develop a stronger premium offer, thus the increased signage for Marlboro, Camel, Newport and Kool.

The Manufacture fixtures should start arriving on Friday. Philip Morris, Brown & Williamson and R.J. Reynolds will set up all the fixtures that are available on Friday and have to come back later to fine tune. Each Manufacture is responsible for setting and stickering their fixture.

Attached is a top 132 brand racking for the location and estimated inventory requirements assuming a weekly delivery cycle. I believe McLane will be able to deliver twice a week and thus, this inventory requirement should be halved.

Pricing: Premium/Discount should be priced at State Minimum.
Marlboro, Winston, Camel, Salem & Kool should be \$2 below State Minimum
Doral and GPC should be \$2 below state minimum (Basic starting 12/1/97).
Signature - \$1.45/pack and 14.50/carton.

Once I have display payments worked out, I will forward you the information.

Should you have any questions, please call.

cc: R. Lawler
J. Douglas
K. Strype
L. Twomey - PM
N. Kuruo - RJR
F. Allesio - Lorillard
J. Ingemie - BAT
J. Pepas - McLane
J. Rodriguez - PM (315) - 463-9910

51846 3755

SMOKE SHOP

32221

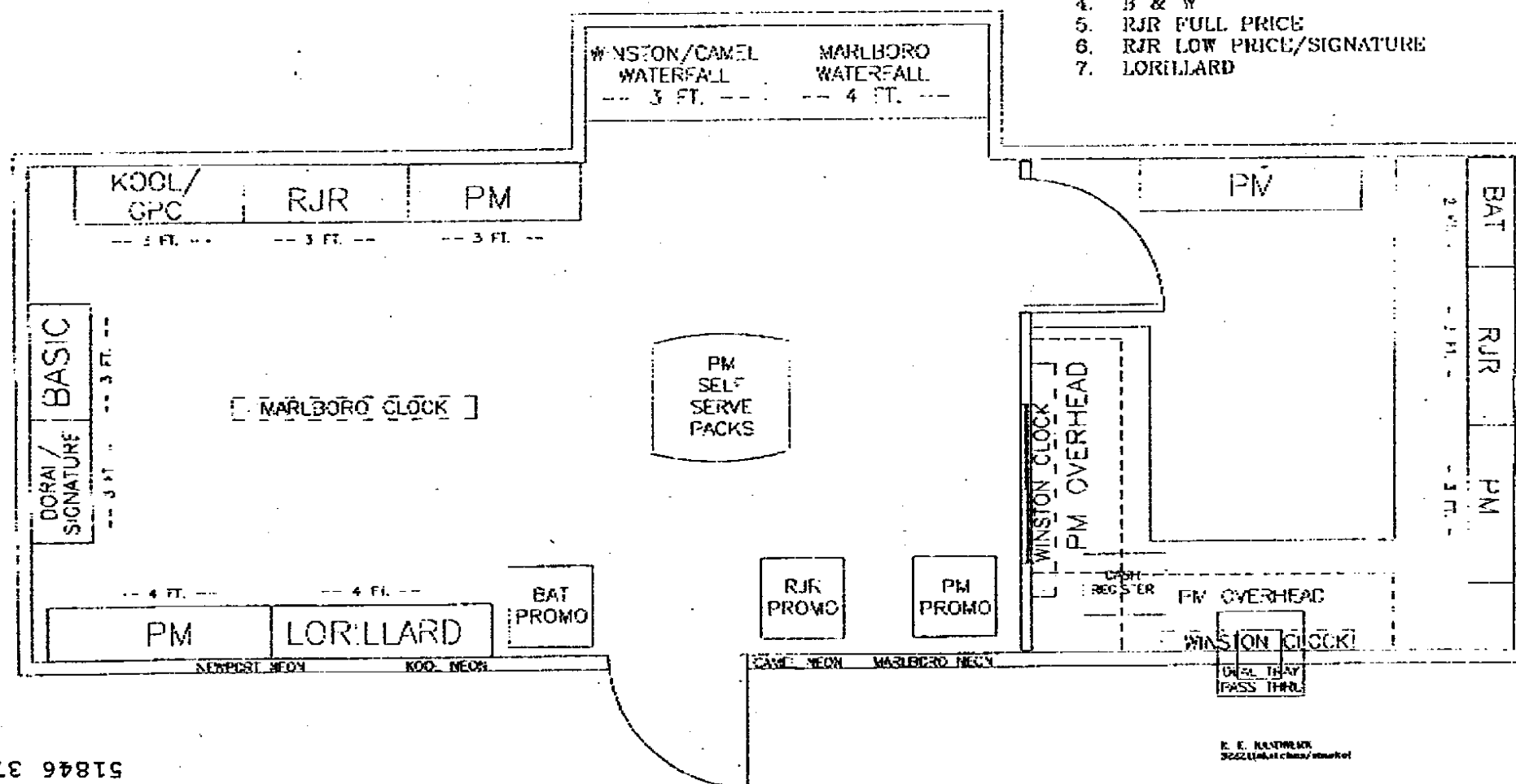
DATE: 11/11/97

ELMIRA HEIGHTS

APPROVED: *Charles W. Izal*

CIGARETTE DISPLAYS

1. MARLBORO
2. PHILIP MORRIS FULL PRICE
3. BASIC
4. B & W
5. RJR FULL PRICE
6. RJR LOW PRICE/SIGNATURE
7. LORILLARD



51846 3756

Post-It Fax Note		Date	11/12	pages	2
To	NICK KURUC		From	K. STRYPE	
Co./Dept.	RJR		Co.	AHC	
Phone #			Phone #		
Fax #	417-90710		Fax #		

RJR EQUIPMENT

LOCATION		QTY	EQUIPMENT	DATE	FIRM?
<div style="border: 1px solid black; padding: 10px; text-align: center;"> HESS #32221 COLLEGE AVE & MCCANN BLVD ELMIRA HEIGHTS, NY 14903 NO TEL # YET </div>	SMOKE	1	CAMEL HORIZONTAL PRICER	11/14	YES
	SHOP	1	DORAL HORIZONTAL PRICER		
		1	3' W X 3' H HIGH TECH CARTON (BEST AVAILABLE)		
		1	DORAL 3' W X 92" H CARTON		
		1	CAMEL/WINSTON WATERFALL 3' W X 80" MAXIMUM HEIGHT		
		1	CAMEL NEON		
		2	CAMEL/WINSTON CLOCKS		

11/12/97 10:26 AM

CIG EQUIP.XLS #3221 ELMIRA_RJR

LSLE 97819

<u>LOCATION</u>	<u>PM</u>	<u>ITEM #</u>	<u>QTY</u>	<u>EQUIPMENT</u>	<u>DATE</u>	<u>FIRM?</u>
HESS #32221 COLLEGE AVE & MCCANN BLVD ELMIRA HEIGHTS, NY 14903 NO TEL # YET	SMOKE		2	MARLBORO NEON	11/14	YES
	SHOP	76500	1	CF PROMOTION CENTER		
			1	MARLBORO CLOCK		
		12922	2	4' X 54" LOW PROFILE CARTON		
		76453				
		73045	1	BASIC 10 WIDE 36" CARTON		
		73040				
		12918	1	3"W X 92" CARTON		
		12896	1	MARLBORO WATERFALL 4"W X 80"H (NEEDS TO BE CUT)		
		73154	1	MARLBORO SPINNER		
			1	SPRINGLOAD/PROMO UNIT 3"W X 3"H		
		10474	1	BASIC WINDOW PRICER		
		86447	2	MARLBORO HORIZONTAL PRICER		

11/12/97 11:37 AM

CIG EQUIP.XLS #32221 ELMIRA_PM

8576 97815 51846 3758

K. A. STRYPE

B&W EQUIPMENT

<u>LOCATION</u>		<u>QTY</u>	<u>EQUIPMENT</u>	<u>DATE</u>	<u>FIRM?</u>
<div> HESS #32221 COLLEGE AVE & MCCANN BLVD ELMIRA HEIGHTS, NY 14903 NO TEL # YET </div>	SMOKE	1	SMALL BACK BAR DISPLAY:	11/14	YES
	SHOP		2 W X 3' H		
		1	3' FLEXMASTER #2030:		
			KOOL & GPC CARTON SIGNS		
		1	NEON		
		1	PROMO CENTER FOR KOOL & GPC		

11/12/97 11:37 AM

6578 97815

CIGEEQUIP.XLS #3221_B&W

CAMERON

 ROKY CUSTOMER ACCOUNT MANAGEMENT
 BRAND SHARE RANKING - INDUSTRY
 CARTON EQUIVALENT
 *** PROMOTION VOLUME INCLUDED ***

 PAGE: 1
 11/12/97 09:26

BY RETAIL ACCT: HESS #32221

 ** TOTAL STORES **
 PRD 2: 1

 ** P X R I O D Z **
 01/01/97 - 10/26/97

 *** RATIO 1.5 ***
 AVG. INV REQ'D AVG. #SHALP & STORES
 ROWS REQ'D BILLING

ROK BRAND STYLE	UPC CODE	UOTHS	SHARE	CUM %	AVG. INV REQ'D	AVG. #SHALP & STORES ROWS REQ'D BILLING
1 MARLBORO F 85 BX	2020010019	4284	6.39%	6.39%	144	38.2 100.0%
2 NEWPORT M 100 BX	2020000667	4221	4.91%	11.30%	112	22.4 100.0%
3 MARLBORO LT85 BX	2020010590	7210	4.90%	16.20%	112	22.4 100.0%
4 PVT STOCK FF 100	2040000028	2202	2.36%	18.56%	77	18.4 100.0%
5 NEWPORT M 100 SP	2010000357	1393	2.12%	20.68%	49	8.4 100.0%
6 PVT STOCK LT 100	2040000018	1348	2.06%	22.74%	47	8.4 100.0%
7 MARLBORO F 85 SP	2020010290	7246	1.90%	24.64%	43	8.0 100.0%
8 NEWPORT M 85 BX	2010000307	1109	1.69%	26.33%	39	7.8 100.0%
9 MARLBORO F 100BX	2020010570	1067	1.61%	27.94%	37	7.4 100.0%
10 DORAL LT P 100	1230010273	1000	1.53%	29.47%	35	7.0 100.0%
11 PVT STK UL 17 100	2040000028	897	1.37%	30.84%	31	6.2 100.0%
12 MARL LT 100 BX	2020010190	894	1.36%	32.20%	31	6.2 100.0%
13 PVT STOCK LT M 100	2040000038	876	1.34%	33.54%	31	6.2 100.0%
14 MARLBORO LT85 SP	2020010660	877	1.26%	34.80%	29	5.8 100.0%
15 NEWPORT M 85 SP	2010000367	807	1.23%	36.03%	28	5.6 100.0%
16 CAMEL LT F 85 HP	1230010713	777	1.19%	37.22%	27	5.4 100.0%
17 PVT STOCK LT 85	2040000058	873	1.04%	38.26%	24	4.8 100.0%
18 DORAL P 100	1230010313	639	0.97%	39.23%	22	4.4 100.0%
19 PVT STOCK FF M 100	2040000028	524	0.80%	40.03%	10	3.6 100.0%
20 WINSTON P 100	1230011413	718	0.79%	40.82%	18	3.8 100.0%
21 MARL LT 100 SP	2020010190	481	0.72%	41.54%	17	3.4 100.0%
22 PVT STOCK LT 85 BX	2040000058	476	0.73%	42.28%	17	3.4 100.0%
23 BASIC LT 100	2020010270	464	0.71%	43.00%	16	3.2 100.0%
24 DORAL M 100	1230010313	446	0.70%	43.70%	15	3.0 100.0%
25 PVT STOCK VP 85	2040000068	415	0.69%	44.39%	16	3.2 100.0%
26 MARLBORO F 100SP	2020010480	448	0.68%	45.07%	16	3.2 100.0%
27 PVT STOCK NF 85	2040000058	443	0.68%	45.75%	15	3.0 100.0%
28 PVT STOCK VP 85 BX	2040000068	441	0.66%	46.41%	15	3.0 100.0%
29 OLD GOLD BOX 80	2010000780	417	0.64%	47.05%	15	3.0 100.0%
30 CAMEL LT F 85 SP	1230010413	409	0.62%	47.67%	14	2.8 100.0%
31 BASIC FF 100	2020010270	405	0.62%	48.29%	14	2.8 100.0%
32 MONARCH ULT P 100	1230010413	372	0.57%	48.86%	13	2.6 100.0%
33 MARL L M 85 BX	2020011090	371	0.57%	49.43%	13	2.6 100.0%
34 WINSTON L F 100 E	1230011313	370	0.56%	50.00%	13	2.6 100.0%
35 NEWPORT LM100 BX	2010000037	363	0.55%	50.55%	13	2.6 100.0%
36 DORAL LT M 100	1230010313	360	0.55%	51.10%	13	2.6 100.0%
37 SALON ULT M 100	1230012913	353	0.54%	51.64%	12	2.4 100.0%
38 MONARCH LT 100	1230012013	348	0.53%	52.18%	12	2.4 100.0%
39 FULL MALL NF 85	4330000608	348	0.53%	52.71%	12	2.4 100.0%
40 MARL MFD F85BX	2020012700	346	0.53%	53.24%	12	2.4 100.0%
41 DORAL LT F 85	1230011313	344	0.52%	53.76%	12	2.4 100.0%
42 KOOL M 85 SP	2720001120	340	0.52%	54.28%	12	2.4 100.0%
43 WINSTON P 85 SP	1230011013	331	0.50%	54.78%	12	2.4 100.0%
44 MARLBORO M 85 BX	2020012700	328	0.49%	55.27%	12	2.4 100.0%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PROMOTION **

51846 3760

CAMS1082 5

KJRT CUSTOMER ACCOUNT MANAGEMENT
BRAND SHAKE MARKING - INDUSTRY
CARTON EQUIVALENT
*** PROMOTION VOLUME INCLUDED ***

1A08: 2
11/12/97 09:26

BY RETAIL ACCT: HNS5 #32221

++ TOTAL STORES ++
PRD 2: 1

++ P K M J O D 2 ++
03/03/97 10/26/97

*** RATIO 1.5 ***
AVG. INV REQ'D AVG. #SHELF & STORUS
ROWS REQ'D SHIPPED

RNK	BRAND	STYLE	UPC CODE	10000	SHAKE	CMK	AVG. INV REQ'D	AVG. #SHELF & STORUS ROWS REQ'D SHIPPED
45	GPC	ATR FF 100 SP	7592605021	116	0.484	56.724	11	2.2 100.04
46	WINSTON	LT F 85 SP	1230011113	112	0.484	57.204	11	2.2 100.04
47	MONARCH	LT M 100	1230023113	202	0.484	57.654	10	2.0 100.04
48	WINSTON	LT F 85 BX	1230011913	220	0.444	58.094	10	2.0 100.04
49	CAMEL	F 85 HI	1230010313	200	0.444	58.534	10	2.0 100.04
50	NEWPORT	LM85 SP	2610000337	280	0.444	58.974	10	2.0 100.04
51	MARLBORO	F 85 BX	2620001004	286	0.444	59.414	10	2.0 100.04
52	OLD GOLD	F 85	2610000040	284	0.434	59.844	10	2.0 100.04
53	CAMEL	F 85 SP	1230010213	282	0.434	60.274	10	2.0 100.04
54	PVT STOCK	LT M 85	2040000066	276	0.424	60.694	10	2.0 100.04
55	SALEM	LT M 85	1230012413	273	0.424	61.114	10	2.0 100.04
56	GPC	ATR FF 100 BX	7592605035	270	0.424	61.534	10	2.0 100.04
57	NEWPORT	LM85 BX	2610000347	272	0.414	61.944	9	1.8 100.04
58	MISTY	SLM LT M 120B	2040000535	271	0.414	62.354	9	1.8 100.04
59	OLD GOLD	F 100	2610000060	271	0.414	62.764	9	1.8 100.04
60	SALEM	M 85 SP	1230012013	270	0.414	63.174	9	1.8 100.04
61	MISTY	ULT M 100 DX	2040000526	267	0.414	63.584	9	1.8 100.04
62	MARLBORO	LT85 BX	2620001010	262	0.404	63.994	9	1.8 100.04
63	KOOL	M 85 BX	2720001113	262	0.404	64.384	9	1.8 100.04
64	CAMEL	NR 70	1230010113	262	0.404	64.794	9	1.8 100.04
65	CAMEL	LT F 100	1230010513	261	0.394	65.194	9	1.8 100.04
66	DORAL	LT M 85	1230015713	261	0.384	65.594	9	1.8 100.04
67	OLD GOLD	F 100 BX	2610000050	260	0.384	65.994	9	1.8 100.04
68	SALEM	M 100	1230012213	260	0.384	66.394	9	1.8 100.04
69	DORAL	M 85	1230014213	260	0.374	66.794	9	1.8 100.04
70	PRVT	STK ULT LT 85	2040000502	260	0.374	67.194	9	1.8 100.04
71	DORAL	LT 85 BX	1230000113	260	0.374	67.594	9	1.8 100.04
72	BASIC	LT M 100	2620005240	258	0.364	67.994	8	1.6 100.04
73	DORAL	ULT F 100	1230016713	258	0.364	68.394	8	1.6 100.04
74	MERIT	F 100	2620010760	258	0.364	68.794	8	1.6 100.04
75	MONARCH	FF 100	1230022813	258	0.364	69.194	8	1.6 100.04
76	GPC	ATR ULT100 SP	7592600247	258	0.354	69.594	8	1.6 100.04
77	MISTY	SL LT 100BX	4030000510	229	0.354	69.994	8	1.6 100.04
78	NEWPORT	LM100 SP	2610000377	220	0.354	70.394	8	1.6 100.04
79	MISTY	SLM LT 120 B	2040000503	220	0.354	70.794	8	1.6 100.04
80	GPC	ATR LM100 SP	7592600255	227	0.354	71.194	8	1.6 100.04
81	DORAL	PP M 85 BX	1230028400	221	0.344	71.594	8	1.6 100.04
82	WINSTON	ULT F 100	1230033813	214	0.334	71.994	7	1.4 100.04
83	KOOL	M 100 BX	2720001119	214	0.334	72.394	7	1.4 100.04
84	WINSTON	F 85 BX	1230031213	211	0.324	72.794	7	1.4 100.04
85	SALEM	ULT M 85	1230012813	207	0.324	73.194	7	1.4 100.04
86	CAMEL	WIDES F BX	1230070713	207	0.324	73.594	7	1.4 100.04
87	GPC	ATR LT 100 SP	7592600251	205	0.314	73.994	7	1.4 100.04
88	BASIC	FF 85 BX	2620016200	201	0.314	74.394	7	1.4 100.04

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PROMOTION **

51846 3761

CAMS3003

BJRT CUSTOMER ACCOUNT MANAGEMENT
 BRAND SHARE MARKING - INDUSTRY
 CANTON EQUIPMENT
 *** PROMOTION VOLUME INCLUDED ***

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BY RETAIL ACCT: HBS9 832221

** TOTAL STORES **

PRD 2: 1

** PERIOD **

01/01/97 - 10/26/97

*** RATIO 3.5 ***

AVG. INV AVG. SHRLY % STORES
 REQ'D KONO REQ'D CHANGED

ANX BRAND STYLE	UTC CODE	QTY	STORE	CUM %	REQ'D	KONO REQ'D	CHANGED
89 SALAM LT M 100 SP	1230012513	199	0.30%	73.49%	7	1.4	100.0%
90 BASIC U LT 100	2820016210	199	0.30%	73.79%	7	1.4	100.0%
91 BASIC FF 85	2820016210	199	0.30%	74.09%	7	1.4	100.0%
92 MERIT F AC BX	2820011900	192	0.29%	74.38%	7	1.4	100.0%
93 MONTCLAIR LP100	4370005560	190	0.29%	74.67%	7	1.4	100.0%
94 WIN SEL LT F 85 BX	1230071713	101	0.26%	74.93%	6	1.2	100.0%
95 OLD GOLD UL F100	2610000276	197	0.27%	75.20%	6	1.2	100.0%
96 CAMEL M 85 BX	1230019313	173	0.26%	75.46%	6	1.2	100.0%
97 MERIT ULT 100	2820011030	168	0.26%	75.74%	6	1.2	100.0%
98 TRUE M 100	2610000297	167	0.25%	75.99%	6	1.2	100.0%
99 VICEROY FAS SP	2720001263	166	0.25%	76.24%	6	1.2	100.0%
100 MARL MKN F100 BX	2820012710	166	0.25%	76.49%	6	1.2	100.0%
101 MONARCH LT 85 BX	1230023013	165	0.25%	76.74%	6	1.2	100.0%
102 MARL L M 100BX	2820011800	165	0.25%	76.99%	6	1.2	100.0%
103 BASIC LT 85	2820016250	165	0.25%	77.24%	6	1.2	100.0%
104 SALEM SL L M 100 M	1230012633	163	0.25%	77.49%	6	1.2	100.0%
105 MONARCH FF M 100	1230013713	161	0.25%	77.74%	6	1.2	100.0%
106 MONTCLAIR F 85	4370005408	158	0.24%	77.98%	6	1.2	100.0%
107 KENT 77 UL85 SP	2610000167	158	0.24%	78.23%	6	1.2	100.0%
108 CAMAROTER F 100	2820010880	157	0.24%	78.48%	5	1.0	100.0%
109 OLD GOLD LYS M 100	2610000123	156	0.24%	78.70%	5	1.0	100.0%
110 WIN SEL LT F 85	1230071713	156	0.24%	78.94%	5	1.0	100.0%
111 DORAL F 85 SP	1230016413	152	0.23%	79.17%	5	1.0	100.0%
112 MERIT ULT 850	2820011800	151	0.23%	79.40%	5	1.0	100.0%
113 WIN SEL LT F 100	1230072077	151	0.23%	79.63%	5	1.0	100.0%
114 DORAL INT F 85	1230025513	147	0.22%	79.85%	5	1.0	100.0%
115 KOOL M 100	2720001125	145	0.22%	80.07%	5	1.0	100.0%
116 MISTY SL LT M100M	4370005208	144	0.22%	80.29%	5	1.0	100.0%
117 VANTAGE ULT Y 85 M	1230070513	144	0.22%	80.51%	5	1.0	100.0%
118 MONARCH ULT F 85	1230003913	144	0.22%	80.73%	5	1.0	100.0%
119 MONTCLAIR F 100	4370000449	143	0.22%	80.95%	5	1.0	100.0%
120 PUT STOCK FF M 85	2040000188	140	0.21%	81.16%	5	1.0	100.0%
121 OPC APR LT 85 SP	7592600173	140	0.21%	81.37%	5	1.0	100.0%
122 KENT F 85 SP	2610000437	137	0.21%	81.58%	5	1.0	100.0%
123 DORAL 85 F DROCT	1230008403	136	0.21%	81.79%	5	1.0	100.0%
124 OPC APR LT 100 BX	7592605037	134	0.20%	81.99%	5	1.0	100.0%
125 KENT F 100	2610000427	131	0.20%	82.19%	5	1.0	100.0%
126 OLD GOLD L F100	2610000060	130	0.20%	82.39%	5	1.0	100.0%
127 CAMEL MIDES LT F 85	1230070813	127	0.19%	82.58%	4	0.8	100.0%
128 BASIC LT 85 BX	2820016240	127	0.19%	82.77%	4	0.8	100.0%
129 WIN F 100 SP	2820010400	126	0.19%	82.96%	4	0.8	100.0%
130 KOOL M 100 BX	2720000383	124	0.19%	83.15%	4	0.8	100.0%
131 OPC APR FF 85 SP	7592600018	124	0.19%	83.34%	4	0.8	100.0%
132 LUCKY STR NV 70	4370000418	124	0.19%	83.53%	4	0.8	100.0%

ANALYST UPDATE

ACCESS 9999

** WAREHOUSE DATA SUBJECT TO PRORATION **

51846 3762

Account Number: 763838 Sales Level: 162605
Name: HESS #32221

2036 COLLEGE AVE. ELMIRA HEIGHTS NY 14903025

*** 07/28/97 Thru 10/26/97 *** Total Stores: 1

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	3536.0	20.0%	DORAL	1217.0	6.9%
NEWPORT	2347.0	13.3%	GPC APR	862.0	4.9%
CAMEL	902.0	5.1%	MONARCH	600.0	3.4%
WINSTON	835.0	4.7%	Other	2298.0	13.0%
SALEM	522.0	3.0%	Total	4977.0	28.1%
KOOL	484.0	2.7%	PL/BLK & WHT	Cartons	SOM
Other	1586.0	9.0%	PRIVATE STOC	2501.0	14.1%
Total	10212.0	57.7%	STARS & BARS	-8.0	
			Total	2493.0	14.0%

** Qtr 3 - 1997 ** Total Stores: 1

FULL PRICE	Cartons	SOM
MARLBORO	4263.0	20.8%
NEWPORT	2671.0	13.0%
CAMEL	1027.0	5.0%
WINSTON	974.0	4.8%
SALEM	581.0	2.8%
KOOL	565.0	2.8%
Other	1833.0	8.9%
Total	11914.0	58.1%

BRANDED SAVINGS	Cartons	SOM
DORAL	1420.0	6.9%
GPC APR	938.0	4.6%
MONARCH	671.0	3.3%
Other	2749.0	13.4%
Total	5778.0	28.2%

PL/BLK & WHT	Cartons	SOM
PRIVATE STOC	2792.0	13.6%
Total	2792.0	13.6%

** Qtr 2 - 1997 ** Total Stores: 1

FULL PRICE	Cartons	SOM
MARLBORO	4484.0	21.9%
NEWPORT	2504.0	12.2%
CAMEL	1120.0	5.5%
WINSTON	974.0	4.8%
SALEM	583.0	2.8%
KOOL	535.0	2.6%
Other	1927.0	9.4%
Total	12127.0	59.2%

BRANDED SAVINGS	Cartons	SOM
DORAL	1445.0	7.1%
BASIC	880.0	4.3%
OLD GOLD (G)	734.0	3.6%
Other	2572.0	12.6%
Total	5631.0	27.5%

PL/BLK & WHT	Cartons	SOM
PRIVATE STOC	2701.0	13.2%
Total	2701.0	13.2%

** Qtr 1 - 1997 ** Total Stores: 1

FULL PRICE	Cartons	SOM
MARLBORO	5084.0	23.9%
NEWPORT	2366.0	11.1%
WINSTON	1055.0	5.0%
CAMEL	1052.0	4.9%
SALEM	545.0	2.6%
KOOL	543.0	2.6%
Other	2323.0	10.9%
Total	12968.0	61.0%

BRANDED SAVINGS	Cartons	SOM
DORAL	1445.0	6.8%
BASIC	910.0	4.3%
MONARCH	767.0	3.6%
Other	2201.0	10.4%
Total	5323.0	25.0%

PL/BLK & WHT	Cartons	SOM
PRIVATE STOC	2968.0	14.0%
Total	2968.0	13.9%

** Qtr 4 - 1996 ** Total Stores: 1

FULL PRICE	Cartons	SOM
MARLBORO	4860.0	22.8%
NEWPORT	2185.0	10.2%
WINSTON	1160.0	5.4%
CAMEL	1039.0	4.9%
KOOL	633.0	3.0%
SALEM	548.0	2.6%
Other	2486.0	11.6%
Total	12911.0	60.4%

BRANDED SAVINGS	Cartons	SOM
DORAL	1471.0	6.9%
MONARCH	804.0	3.8%
BASIC	755.0	3.5%
Other	2195.0	10.3%
Total	5225.0	24.4%

PL/BLK & WHT	Cartons	SOM
PRIVATE STOC	3088.0	14.5%
CARDINAL	125.0	0.6%
Total	3213.0	15.0%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

Account Number: 763838 Sales Level: 162605
Name: HESS #32221

2036 COLLEGE AVE. ELMIRA HEIGHTS NY 14903025

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97
	-----	-----	-----	-----	*****
	1	1	1	1	1
TOTAL STORES	1	1	1	1	1
FULL PRICE					
MARLBORO	22.8%	23.9%	21.9%	20.8%	20.0%
NEWPORT	10.2%	11.1%	12.2%	13.0%	13.3%
CAMEL	4.9%	4.9%	5.5%	5.0%	5.1%
WINSTON	5.4%	5.0%	4.8%	4.8%	4.7%
SALEM	2.6%	2.6%	2.8%	2.8%	3.0%
KOOL	3.0%	2.6%	2.6%	2.8%	2.7%
Other	11.5%	10.9%	9.4%	8.9%	8.9%
TOTAL	60.4%	61.0%	59.2%	58.1%	57.7%
BRANDED SAVINGS					
DORAL	6.9%	6.8%	7.1%	6.9%	6.9%
GPC APR	2.3%	2.3%	3.4%	4.6%	4.9%
MONARCH	3.8%	3.6%	3.4%	3.3%	3.4%
Other	11.4%	12.3%	13.6%	13.4%	12.9%
TOTAL	24.4%	25.0%	27.5%	28.2%	28.1%
PL/BLK & WHT					
PRIVATE STOC	14.5%	14.0%	13.2%	13.6%	14.1%
STARS & BARS					
Other	0.5%	0.1%			0.1%
TOTAL	15.0%	13.9%	13.2%	13.6%	14.0%
Total Industry Volume					
Cartons	21349.0	21259.0	20459.0	20484.0	17682.0
Vol % Change	N/A	-0.42%	-3.76%	+0.12%	-13.67%
Industry Weekly Average					
Cartons	1642.2	1635.3	1573.7	1575.6	1360.1
Weekly Store Average					
Industry	1642.20	1635.30	1573.70	1575.60	1360.10
RJR	419.10	395.20	392.60	378.90	330.80

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51846 3764

Account Number: 763838 Sales Level: 162605
Name: HESS #32221

2036 COLLEGE AVE. ELMIRA HEIGHTS NY 14903025

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97
	-----	-----	-----	-----	-----
TOTAL STORES	1	1	1	1	1
TOTAL SOM					
RJR	25.5%	24.1%	25.0%	24.1%	24.3%
PM	31.5%	33.5%	31.2%	29.0%	27.9%
BAT	27.5%	26.6%	25.6%	27.8%	28.4%
LOR	14.7%	15.1%	18.2%	19.1%	19.3%
L&M	0.8%	0.7%			
OTH					
FULL PRICE					
RJR	13.8%	13.4%	14.1%	13.5%	13.6%
PM	26.9%	28.2%	26.0%	24.7%	23.8%
BAT	5.8%	5.1%	5.2%	5.3%	5.2%
LOR	13.1%	13.6%	14.0%	14.7%	15.0%
L&M	0.8%	0.7%			
OTH					
All Cigt	60.4%	61.0%	59.2%	58.1%	57.7%
BRANDED SAVINGS					
RJR	11.1%	10.7%	10.9%	10.6%	10.7%
PM	4.6%	5.3%	5.2%	4.3%	4.1%
BAT	7.2%	7.5%	7.2%	8.9%	9.1%
LOR	1.6%	1.5%	4.2%	4.4%	4.3%
L&M					
OTH					
All Cigt	24.4%	25.0%	27.5%	28.2%	28.1%
PL/BLK & WHT					
RJR	0.6%				
PM					
BAT	14.5%	14.0%	13.2%	13.6%	14.1%
LOR					
L&M					
OTH					
All Cigt	15.0%	13.9%	13.2%	13.6%	14.0%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51846 3765

SISM31U1 - M31 Standard Account Information 11/12/97 09:23 AM
 SR 162605 Rt 585 Freq C24 RR 162228 Rt 211 Freq C24
 Account 763838 -----PAYEE AND MAILING-----
 Name HESS #32221 HESS COMPANY/F
 Address1 100 COLLEGE AVE PO BOX 2025
 Address2
 City,St ELMIRA HEIGHTS NY 14903 1650 ELMIRA HEIGHTS NY 14903 0025
 County 015 CHEMUNG Phone No 607 734 7744
 Retail Store no 32221 Designation FAX No
 SMS Delvry Addr Ind<?> 1-800 no
 Type R (R,D,I,?) Segment<?> CS Print Group Seq Prop. Tax Group
 Chain-Id 0353 01 00 HESS GAS Acct Groups PGQ CIG
 Corp <?> C Check Spec Hndlng N (Y/N) Weekly SIS RJR Volume 382
 WHOLESALER VAP DPC WAM SIS IND Volume 1574
 Primary 180000 180000 AIM RJR Volume 345
 Second. Supplier AIM IND Volume 1422
 Tax-Id <?> Tax-Id Name
 State Tax-Id Tax-Id Type N (S=SS F=Fed-Id, E=Exempt, N=None)
 Tax Flag Tax Jurisdiction NYS NOTES
 Next Account

Last change on 11-10-1997 at 19:29:04.4 by JOHNSON, DAVI Next Function<?>:
 Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
 MENU HELP NEXT ADD ZOOM NEXT CHAIN M35 LGOFF
 Enter New Information or oertype any changes

51846 3766

RJRT CUSTOMER ACCOUNT MANAGEMENT
 SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS
 COMPANY SUMMARY BY TIER
 *** PROMOTION VOLUME INCLUDED ***

PAGE: 1
 11/12/97 09:26

BY RETAIL ACCT: HESS #32221

++ TOTAL STORES ++		++ PERIOD 1 ++		++ PERIOD 2 ++				PER 2	PER 1
PRD 1:	PRD 2: 1	NO.DATA. - NO.DATA. 01/01/97 - 10/26/97				+ / -	+ / -	PK/CT	PK/CT
		#CTNS	SHARE	#CTNS	SHARE	CARTONS	SHARE	RATIO	RATIO
FULL PRICE									
R.J. REYNOLDS				8964	23.02%	8964	23.02	0/100	
PHILIP MORRIS				17157	44.07%	17157	44.07	0/100	
LORILLARD				9232	23.71%	9232	23.71	0/100	
LIGGETT & MYERS				144	0.36%	144	0.36	0/100	
B.A.T.				3431	8.81%	3431	8.81	0/100	
-INDUSTRY FULL PRICE				38928	59.37%	38928		0/100	
BRANDED SAVINGS									
OTHER MISC MANUFACTURERS				857	4.85%	857	4.85	0/100	
R.J. REYNOLDS				7032	39.83%	7032	39.83	0/100	
PHILIP MORRIS				3193	18.08%	3193	18.08	0/100	
LORILLARD				2203	12.47%	2203	12.47	0/100	
B.A.T.				4368	24.74%	4368	24.74	0/100	
-INDUSTRY BRANDED SAVINGS				17654	26.92%	17654		0/100	
PL/BLK & WHT									
LIGGETT & MYERS				-8	0.08%	-8	-0.08	0/100	
B.A.T.				8990	100.08%	8990	100.08	0/100	
-INDUSTRY PL/BLK & WHT				8982	13.69%	8982		0/100	
- INDUSTRY- SAVINGS				26636	40.62%	26636		0/100	
-INDUSTRY- TOTAL				65564	100.00%	65564		0/100	
COMBINED TOTALS (ALL BRANDS)									
OTHER MISC MANUFACTURERS				857	1.30%	857	1.30	0/100	
R.J. REYNOLDS				15997	24.39%	15997	24.39	0/100	
PHILIP MORRIS				20350	31.03%	20350	31.03	0/100	
LORILLARD				11435	17.44%	11435	17.44	0/100	
LIGGETT & MYERS				136	0.20%	136	0.20	0/100	
B.A.T.				16789	25.60%	16789	25.60	0/100	
-COMBINED- INDUSTRY				65564	100.00%	65564		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51846 3767

BY RETAIL ACCT: HESS #32221

++ TOTAL STORES ++		++ PERIOD 1 ++		++ PERIOD 2 ++				PER 2	PER 1
PRD 1:	PRD 2: 1	NO.DATA. - NO.DATA. 01/01/97 - 10/26/97						PK/CT	PK/CT
** BRAND SUMMARY **		#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	RATIO	RATIO
TOT MONTCLAIR(G)				857	1.31%	857	1.31		
TOTAL OTH BRANDED SAVINGS				857	1.31%	857	1.31		
TOTAL OTHER MISC MANUFACTURS				857	1.31%	857	1.31		
TOT CAMEL REG				262	0.40%	262	0.40		
TOT CAMEL XREG				3106	4.74%	3106	4.74		
TOT CAMEL				3368	5.14%	3368	5.14		
TOT MORE				192	0.29%	192	0.29		
TOT NOW				104	0.16%	104	0.16		
TOT SALEM				1816	2.77%	1816	2.77		
TOT VANTAGE				318	0.49%	318	0.49		
TOT WINSTON SELECT				869	1.33%	869	1.33		
TOT WINSTON XSEL				2297	3.50%	2297	3.50		
TOT WINSTON				3166	4.83%	3166	4.83		
TOTAL RJR FULL PRICE				8964	13.67%	8964	13.67		
TOT MONARCH				2255	3.44%	2255	3.44		
TOT DORAL				4537	6.92%	4537	6.92		
TOT MAGNA				116	0.18%	116	0.18		
TOT CENTURY				115	0.18%	115	0.18		
TOT STERLING				10	0.02%	10	0.02		
TOTAL RJR BRANDED SAVINGS				7032	10.73%	7032	10.73		
TOTAL R.J. REYNOLDS				15997	24.40%	15997	24.40		
TOT BENSON & HEDGE				402	0.61%	402	0.61		
TOT MERIT				1360	2.07%	1360	2.07		
TOT MARLBORO				14515	22.14%	14515	22.14		
TOT PARLIAMENT				211	0.32%	211	0.32		
TOT SARATOGA				39	0.06%	39	0.06		
TOT VIRGINIA SLIMS				629	0.96%	629	0.96		
TOTAL PM FULL PRICE				17157	26.17%	17157	26.17		
TOT ALPINE (G)				202	0.31%	202	0.31		
TOT BASIC				2535	3.87%	2535	3.87		
TOT PLAYERS (25) S				40	0.06%	40	0.06		
TOT CAMBRIDGE				416	0.63%	416	0.63		
TOTAL PM BRANDED SAVINGS				3193	4.87%	3193	4.87		
TOTAL PHILIP MORRIS				20350	31.04%	20350	31.04		
TOT KENT				711	1.08%	711	1.08		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51846 3768

RJRT CUSTOMER ACCOUNT MANAGEMENT
 SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS
 BRAND FAMILY SUMMARY
 *** PROMOTION VOLUME INCLUDED ***

PAGE: 2
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BY RETAIL ACCT: HESS #32221

++ TOTAL STORES ++		++ PERIOD 1 ++		++ PERIOD 2 ++				PER 2	PER 1
PRD 1:	PRD 2: 1	NO.DATA. - NO.DATA. 01/01/97 - 10/26/97						PK/CT	PK/CT
		#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	RATIO	RATIO
BRANDED SAVINGS									
TOT NEWPORT				7940	12.11%	7940	12.11		
TOT STYLE				200	0.31%	200	0.31		
TOT TRUE				381	0.58%	381	0.58		
TOTAL LOR FULL PRICE				9232	14.08%	9232	14.08		
TOT OLD GOLD (G)				1817	2.77%	1817	2.77		
TOT STYLE (G)				386	0.59%	386	0.59		
TOTAL LOR BRANDED SAVINGS				2203	3.36%	2203	3.36		
TOTAL LORILLARD				11435	17.44%	11435	17.44		
TOT EVE				68	0.10%	68	0.10		
TOT LARK				77	0.12%	77	0.12		
TOTAL L&M FULL PRICE				144	0.22%	144	0.22		
TOT STARS & BARS				-8	0.01%	-8	-0.01		
TOTAL L&M PL/BLK & WHT				-8	0.01%	-8	-0.01		
TOTAL LIGGETT & MYERS				136	0.21%	136	0.21		
TOT CARLTON				486	0.74%	486	0.74		
TOT FALL MALL				388	0.59%	388	0.59		
TOT TAREYTON				152	0.23%	152	0.23		
TOT TALL				34	0.05%	34	0.05		
TOT BELAIR				81	0.12%	81	0.12		
TOT CAPRI TRIM				342	0.52%	342	0.52		
TOT KOOL				1732	2.64%	1732	2.64		
TOT LUCKY STRIKE				124	0.19%	124	0.19		
TOT RALEIGH				56	0.09%	56	0.09		
TOT BARCLAY				37	0.06%	37	0.06		
TOTAL B&W FULL PRICE				3431	5.23%	3431	5.23		
TOT MISTY				1499	2.29%	1499	2.29		
TOT GPC APR				2286	3.49%	2286	3.49		
TOT RALEIGH EX				126	0.19%	126	0.19		
TOT RICHLAND (20)				40	0.06%	40	0.06		
TOT VICEROY (G)				418	0.64%	418	0.64		
TOTAL B&W BRANDED SAVINGS				4368	6.66%	4368	6.66		
TOT PRIVATE STOCK				8990	13.71%	8990	13.71		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51846 3769

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***PAGE: 3
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BY RETAIL ACCT: HESS #32221

++ TOTAL STORES ++		++ P E R I O D 1 ++		++ P E R I O D 2 ++					
PRD 1:	PRD 2: 1	NO.DATA. - NO.DATA. 01/01/97 - 10/26/97						PER 2	PER 1
PL/BLK & WHT		#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PK/CT RATIO	PK/CT RATIO
TOTAL B&W PL/BLK & WHT				8990	13.71%	8990	13.71		
TOTAL B.A.T.				16789	25.61%	16789	25.61		
-INDUSTRY- TOTAL				65564	100.00%	65564		0/100	
COMBINED TOTALS (ALL BRANDS)									
OTHER MISC MANUFACTURERS				857	1.30%	857	1.30	0/100	
R.J. REYNOLDS				15997	24.39%	15997	24.39	0/100	
PHILIP MORRIS				20350	31.03%	20350	31.03	0/100	
LORILLARD				11435	17.44%	11435	17.44	0/100	
LIGGETT & MYERS				136	0.20%	136	0.20	0/100	
B.A.T.				16789	25.60%	16789	25.60	0/100	
-COMBINED- INDUSTRY				65564	100.00%	65564		0/100	

51846 3770

RJRT CUSTOMER ACCOUNT MANAGEMENT
 BRAND SHARE RANKING - INDUSTRY
 CARTON EQUIVALENT
 *** PROMOTION VOLUME INCLUDED ***

 PAGE: 1
 11/12/97 09:26

BY RETAIL ACCT: HESS #32221

++ TOTAL STORES ++		++ PERIOD 2 ++		*** RATIO 1.5 ***			
PRD 2: 1		01/01/97 - 10/26/97		AVG. INV REQ'D		AVG. #SHELF * STORES	
RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	REQ'D	ROWS REQ'D SHIPPED
1	MARLBORO F 85 BX	2820010012	4189	6.39%	6.39%	146	29.2 100.0%
2	NEWPORT M 100 BX	2610000647	3221	4.91%	11.30%	112	22.4 100.0%
3	MARLBORO LT85 BX	2820010690	3210	4.90%	16.20%	112	22.4 100.0%
4	PVT STOCK FF 100	20400008008	2202	3.36%	19.56%	77	15.4 100.0%
5	NEWPORT M 100 SP	2610000357	1393	2.12%	21.68%	49	9.8 100.0%
6	PVT STOCK LT 100	20400008018	1348	2.06%	23.74%	47	9.4 100.0%
7	MARLBORO F 85 SP	2820010290	1246	1.90%	25.64%	43	8.6 100.0%
8	NEWPORT M 85 BX	2610000307	1109	1.69%	27.33%	39	7.8 100.0%
9	MARLBORO F 100BX	2820010530	1057	1.61%	28.94%	37	7.4 100.0%
10	DORAL LT F 100	1230015213	1006	1.53%	30.47%	35	7.0 100.0%
11	PRVT STK UL LT 100	20400008028	897	1.37%	31.84%	31	6.2 100.0%
12	MARL LT 100 BX	2820010190	894	1.36%	33.20%	31	6.2 100.0%
13	PVT STOCK LT M 100	20400008038	876	1.34%	34.54%	31	6.2 100.0%
14	MARLBORO LT85 SP	2820010660	827	1.26%	35.80%	29	5.8 100.0%
15	NEWPORT M 85 SP	2610000367	807	1.23%	37.03%	28	5.6 100.0%
16	CAMEL LT F 85 HP	1230010713	777	1.19%	38.22%	27	5.4 100.0%
17	PVT STOCK LT 85	20400008058	679	1.04%	39.26%	24	4.8 100.0%
18	DORAL F 100	1230015313	639	0.97%	40.23%	22	4.4 100.0%
19	PVT STOCK FF M 100	20400008288	524	0.80%	41.03%	18	3.6 100.0%
20	WINSTON F 100	1230011413	518	0.79%	41.82%	18	3.6 100.0%
21	MARL LT 100 SP	2820010180	481	0.73%	42.55%	17	3.4 100.0%
22	PVT STOCK LT 85 BX	20400008088	476	0.73%	43.28%	17	3.4 100.0%
23	BASIC LT 100	2820016270	464	0.71%	43.99%	16	3.2 100.0%
24	DORAL M 100	1230019113	456	0.70%	44.69%	16	3.2 100.0%
25	PVT STOCK FF 85	20400008048	455	0.69%	45.38%	16	3.2 100.0%
26	MARLBORO F 100SP	2820010480	448	0.68%	46.06%	16	3.2 100.0%
27	PVT STOCK NF 85	20400008098	443	0.68%	46.74%	15	3.0 100.0%
28	PVT STOCK FF 85 BX	20400008078	431	0.66%	47.40%	15	3.0 100.0%
29	OLD GOLD BOX 80	26100008078	417	0.64%	48.04%	15	3.0 100.0%
30	CAMEL LT F 85 SP	1230010413	409	0.62%	48.66%	14	2.8 100.0%
31	BASIC FF 100	2820016230	405	0.62%	49.28%	14	2.8 100.0%
32	MONARCH ULT F 100	1230034013	372	0.57%	49.85%	13	2.6 100.0%
33	MARL L M 85 BX	2820011596	371	0.57%	50.42%	13	2.6 100.0%
34	WINSTON L F 100 S	1230011313	370	0.56%	50.98%	13	2.6 100.0%
35	NEWPORT LM100 BX	2610000637	363	0.55%	51.53%	13	2.6 100.0%
36	DORAL LT M 100	1230015813	360	0.55%	52.08%	13	2.6 100.0%
37	SALEM ULT M 100	1230012913	353	0.54%	52.62%	12	2.4 100.0%
38	MONARCH LT 100	1230023013	349	0.53%	53.15%	12	2.4 100.0%
39	PALL MALL NF 85	4330006518	349	0.53%	53.68%	12	2.4 100.0%
40	MARL MED F85BX	2820012700	346	0.53%	54.21%	12	2.4 100.0%
41	DORAL LT F 85	1230015113	344	0.52%	54.73%	12	2.4 100.0%
42	KOOL M 85 SP	2720001120	340	0.52%	55.25%	12	2.4 100.0%
43	WINSTON F 85 SP	1230011013	331	0.50%	55.75%	12	2.4 100.0%
44	MARLBORO M 85 BX	2820011270	318	0.49%	56.24%	11	2.2 100.0%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51846 3771

BY RETAIL ACCT: HESS #32221

++ TOTAL STORES ++
PRD 2: 1

++ P E R I O D 2 ++
01/01/97 - 10/26/97

*** RATIO 1.5 ***
AVG. INV REQ'D AVG. #SHELF % STORES
ROWS REQ'D SHIPPED

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	REQ'D	ROWS REQ'D	% STORES SHIPPED
45	GPC APR FF 100 SP	7592605021	316	0.48%	56.72%	11	2.2	100.0%
46	WINSTON LT F 85 SP	1230011113	312	0.48%	57.20%	11	2.2	100.0%
47	MONARCH LT M 100	1230023113	292	0.45%	57.65%	10	2.0	100.0%
48	WINSTON LT F 85 BX	1230011913	290	0.44%	58.09%	10	2.0	100.0%
49	CAMEL F 85 HP	1230010313	290	0.44%	58.53%	10	2.0	100.0%
50	NEWPORT LM85 SP	2610000337	289	0.44%	58.97%	10	2.0	100.0%
51	MARLBORO F 85 BX	N 28200N1CG4	286	0.44%	59.41%	10	2.0	100.0%
52	OLD GOLD F 85	2610080040	284	0.43%	59.84%	10	2.0	100.0%
53	CAMEL F 85 SP	1230010213	282	0.43%	60.27%	10	2.0	100.0%
54	PVT STOCK LT M 85	2040008068	276	0.42%	60.69%	10	2.0	100.0%
55	SALEM LT M 85	1230012413	273	0.42%	61.11%	10	2.0	100.0%
56	GPC APR FF 100 BX	7592605035	273	0.42%	61.53%	10	2.0	100.0%
57	NEWPORT LM85 BX	2610000347	272	0.41%	61.94%	9	1.8	100.0%
58	MISTY SLIM L M 120B	2040005358	271	0.41%	62.35%	9	1.8	100.0%
59	OLD GOLD F 100	2610080050	271	0.41%	62.76%	9	1.8	100.0%
60	SALEM M 85 SP	1230012013	270	0.41%	63.17%	9	1.8	100.0%
61	MISTY ULT M 100 BX	2040005268	267	0.41%	63.58%	9	1.8	100.0%
62	MARLBORO LT85 BX	N 28200N1EHG	262	0.40%	63.98%	9	1.8	100.0%
63	KOOL M 85 BX	2720001118	262	0.40%	64.38%	9	1.8	100.0%
64	CAMEL NF 70	1230010113	262	0.40%	64.78%	9	1.8	100.0%
65	CAMEL LT F 100	1230010513	253	0.39%	65.17%	9	1.8	100.0%
66	DORAL LT M 85	1230015713	251	0.38%	65.55%	9	1.8	100.0%
67	OLD GOLD F 100 BX	2610080850	249	0.38%	65.93%	9	1.8	100.0%
68	SALEM M 100	1230012213	248	0.38%	66.31%	9	1.8	100.0%
69	DORAL M 85	1230014213	244	0.37%	66.68%	9	1.8	100.0%
70	PRVT STK ULT LT 85	2040008029	243	0.37%	67.05%	8	1.6	100.0%
71	DORAL LT 83 BX	1230084113	243	0.37%	67.42%	8	1.6	100.0%
72	BASIC LT M 100	2820016280	238	0.36%	67.78%	8	1.6	100.0%
73	DORAL ULT F 100	1230016713	235	0.36%	68.14%	8	1.6	100.0%
74	MERIT F 100	2820010760	234	0.36%	68.50%	8	1.6	100.0%
75	MONARCH FF 100	1230022813	233	0.36%	68.86%	8	1.6	100.0%
76	GPC APR ULT100 SP	7592600257	231	0.35%	69.21%	8	1.6	100.0%
77	MISTY SL LT 100BX	4330005108	229	0.35%	69.56%	8	1.6	100.0%
78	NEWPORT LM100 SP	2610000377	228	0.35%	69.91%	8	1.6	100.0%
79	MISTY SLIM LT 120 B	2040005038	228	0.35%	70.26%	8	1.6	100.0%
80	GPC APR LM100 SP	7592600255	227	0.35%	70.61%	8	1.6	100.0%
81	DORAL FF M 83 BX	1230028400	221	0.34%	70.95%	8	1.6	100.0%
82	WINSTON ULT F 100	1230011813	214	0.33%	71.28%	7	1.4	100.0%
83	KOOL M 100 BX	2720001119	214	0.33%	71.61%	7	1.4	100.0%
84	WINSTON F 85 BX	1230011213	211	0.32%	71.93%	7	1.4	100.0%
85	SALEM ULT M 85	1230012813	207	0.32%	72.25%	7	1.4	100.0%
86	CAMEL WIDES F BX	1230070713	207	0.32%	72.57%	7	1.4	100.0%
87	GPC APR LT 100 SP	7592600251	205	0.31%	72.88%	7	1.4	100.0%
88	BASIC FF KG BX	2820016200	201	0.31%	73.19%	7	1.4	100.0%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51846 3772

RJRT CUSTOMER ACCOUNT MANAGEMENT
 BRAND SHARE RANKING - INDUSTRY
 CARTON EQUIVALENT
 *** PROMOTION VOLUME INCLUDED ***

PAGE: 3
 11/12/97 09:26

BY RETAIL ACCT: HESS #32221

++ TOTAL STORES ++		++ P E R I O D 2 ++		*** RATIO 1.5 ***			
PRD 2: 1		01/01/97 - 10/26/97		AVG. INV REQ'D		AVG. #SHELF % STORES ROWS REQ'D SHIPPED	
RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %		
89	SALEM LT M 100 SP	1230012513	199	0.30%	73.49%	7	1.4 100.0%
90	BASIC U LT 100	2820016310	198	0.30%	73.79%	7	1.4 100.0%
91	BASIC FF 85	2820016210	194	0.30%	74.09%	7	1.4 100.0%
92	MERIT F 85 BX	2820011200	192	0.29%	74.38%	7	1.4 100.0%
93	MONTCLAIR LF100	4330005568	188	0.29%	74.67%	7	1.4 100.0%
94	WIN SEL LT F 83 BX	1230071213	181	0.28%	74.95%	6	1.2 100.0%
95	OLD GOLD UL F100	2610080125	177	0.27%	75.22%	6	1.2 100.0%
96	CAMEL M 83 BX	1230019313	173	0.26%	75.48%	6	1.2 100.0%
97	MERIT ULT 100	2820011030	168	0.26%	75.74%	6	1.2 100.0%
98	TRUE M 100	2610000297	167	0.25%	75.99%	6	1.2 100.0%
99	VICEROY F85 SP	2720001263	166	0.25%	76.24%	6	1.2 100.0%
100	MARL MED F100 BX	2820012740	166	0.25%	76.49%	6	1.2 100.0%
101	MONARCH LT 83 BX	1230023613	165	0.25%	76.74%	6	1.2 100.0%
102	MARL L M 100BX	2820011566	165	0.25%	76.99%	6	1.2 100.0%
103	BASIC LT 85	2820016250	165	0.25%	77.24%	6	1.2 100.0%
104	SALEM SL L M 100 B	1230012613	163	0.25%	77.49%	6	1.2 100.0%
105	MONARCH FF M 100	1230033713	161	0.25%	77.74%	6	1.2 100.0%
106	MONTCLAIR F 85	4330005408	158	0.24%	77.98%	6	1.2 100.0%
107	KENT III UL85 SP	2610000167	158	0.24%	78.22%	6	1.2 100.0%
108	CAMBRIDGE F 100	2820010880	157	0.24%	78.46%	5	1.0 100.0%
109	OLD GOLD LTS M 100	2610080123	156	0.24%	78.70%	5	1.0 100.0%
110	WIN SEL LT F 85	1230071113	155	0.24%	78.94%	5	1.0 100.0%
111	DORAL F 85 SP	1230016613	152	0.23%	79.17%	5	1.0 100.0%
112	MERIT ULT 85B	2820011800	151	0.23%	79.40%	5	1.0 100.0%
113	WIN SEL LT F 100	1230020277	151	0.23%	79.63%	5	1.0 100.0%
114	DORAL ULT F 85	1230025513	147	0.22%	79.85%	5	1.0 100.0%
115	KOOL M 100	2720001125	145	0.22%	80.07%	5	1.0 100.0%
116	MISTY SL LT M100B	4330005208	144	0.22%	80.29%	5	1.0 100.0%
117	VANTAGE ULT F 83 B	1230070513	144	0.22%	80.51%	5	1.0 100.0%
118	MONARCH ULT F 85	1230033913	144	0.22%	80.73%	5	1.0 100.0%
119	MONTCLAIR F 100	4330005558	141	0.22%	80.95%	5	1.0 100.0%
120	PVT STOCK FF M 85	2040008188	140	0.21%	81.16%	5	1.0 100.0%
121	GPC APR LT 85 SP	7592600173	140	0.21%	81.37%	5	1.0 100.0%
122	KENT F 85 SP	2610000437	137	0.21%	81.58%	5	1.0 100.0%
123	DORAL 85 B DSCT	1230084013	136	0.21%	81.79%	5	1.0 100.0%
124	GPC APR LT 100 BX	7592605037	134	0.20%	81.99%	5	1.0 100.0%
125	KENT F 100	2610000427	131	0.20%	82.19%	5	1.0 100.0%
126	OLD GOLD L F100	2610080060	130	0.20%	82.39%	5	1.0 100.0%
127	CAMEL WIDES LT F B	1230070813	127	0.19%	82.58%	4	0.8 100.0%
128	BASIC LT KG BX	2820016240	127	0.19%	82.77%	4	0.8 100.0%
129	B&H F 100 SP	2820010400	126	0.19%	82.96%	4	0.8 100.0%
130	KOOL M 100 BX	E 272000E0383	124	0.19%	83.15%	4	0.8 100.0%
131	GPC APR FF 85 SP	7592605019	124	0.19%	83.34%	4	0.8 100.0%
132	LUCKY STR NF 70	4330004518	124	0.19%	83.53%	4	0.8 100.0%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51846 3773

402 SMS584N1
ORDER FROM: 1240XX
SHIP TO: 1626 / 763838

SALES MATERIALS SYSTEM
ORDER REVIEW

11/14/97 10:27
ORDER NUMBER: 7318-0185

SKU	(LINES 1 - 3 OF 3 SHOWN)			MAXIMUM ORDER	ORIGINAL ALLOC	L E	REMAIN ALLOC
QTY	ITEM	DESCRIPTION-----	UNITS/SKU	QTY	QTY	V	QTY
1	530093	3' STD 5-HIGH CTN (WIT	1 EA		0		0
1	530102	4' STD 5-HIGH CTN (WIT	1 EA		0		0
1	530090	3' STD WATERFALL (WITH	1 EA		0		0

=====
(*) ASTERISKS INDICATE THAT THE MAXIMUM ORDER QTY WAS ORIGINALLY EXCEEDED

PF3 - RETURN TO PREVIOUS SCREEN PF7 - SCROLL UP

PF4 - CONTINUE WITH ORDER PF8 - SCROLL DOWN

PF12 - MAIN MENU

PF1 - HELP

51846 3774

Account Number: 399464 Sales Level: 122605

Name: SHOPRITE 205

BROWERTOWN RD LITTLE FALLS NJ 074240000

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97
	-----	-----	-----	-----	*****
TOTAL STORES	1	1	1	1	1
TOTAL SOM					
RJR	28.5%	26.5%	27.0%	26.6%	27.0%
PM	47.8%	50.1%	48.5%	49.2%	48.6%
BAT	12.1%	13.1%	14.3%	14.0%	13.9%
LOR	9.3%	9.2%	8.5%	8.4%	8.5%
L&M	2.2%	1.2%	1.8%	1.8%	2.0%
OTH	0.1%				
FULL PRICE					
RJR	20.6%	18.7%	19.4%	17.8%	18.5%
PM	47.5%	50.1%	48.5%	48.5%	48.4%
BAT	10.0%	10.9%	12.0%	12.4%	12.5%
LOR	9.3%	9.2%	8.5%	8.4%	8.5%
L&M	2.2%	1.2%	1.8%	1.8%	2.0%
OTH					
All Cigt	89.6%	90.0%	90.1%	88.8%	89.9%
BRANDED SAVINGS					
RJR	6.0%	6.0%	4.5%	5.8%	5.6%
PM	0.3%			0.7%	0.2%
BAT	2.1%	2.2%	2.3%	1.6%	1.4%
LOR					
L&M					
OTH	0.1%				
All Cigt	8.5%	8.2%	6.7%	8.1%	7.1%
PL/BLK & WHT					
RJR	1.9%	1.8%	3.1%	3.0%	2.9%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	1.8%	1.7%	3.0%	3.0%	2.8%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51846 3775

Account Number: 399464 Sales Level: 122605
Name: SHOPRITE 205

BROWERTOWN RD LITTLE FALLS NJ 074240000

*** 07/28/97 Thru 10/26/97 *** Total Stores: 1

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	2181.0	28.9%	DORAL	422.0	5.6%
WINSTON	517.0	6.9%	MONTCLAIR	95.0	1.3%
SALEM	438.0	5.8%	CAMBRIDGE	15.0	0.2%
VIRGINIA SLI	413.0	5.5%	Other	10.0	0.1%
PARLIAMENT	400.0	5.3%	Total	542.0	7.1%
CARLTON	397.0	5.3%	PL/BLK & WHT	Cartons	SOM
Other	2442.0	32.4%	WORTH	217.0	2.9%
Total	6788.0	89.9%	Total	217.0	2.8%

** Qtr 3 - 1997 ** Total Stores: 1

** Qtr 2 - 1997 ** Total Stores: 1

FULL PRICE	Cartons	SOM	FULL PRICE	Cartons	SOM
MARLBORO	2249.0	30.2%	MARLBORO	2112.0	28.9%
WINSTON	506.0	6.8%	SALEM	528.0	7.2%
SALEM	413.0	5.5%	WINSTON	460.0	6.3%
CARLTON	409.0	5.5%	PARLIAMENT	391.0	5.3%
PARLIAMENT	375.0	5.0%	VIRGINIA SLI	385.0	5.3%
VIRGINIA SLI	370.0	5.0%	BENSON & HED	342.0	4.7%
Other	2306.0	30.9%	Other	2370.0	32.4%
Total	6628.0	88.8%	Total	6588.0	90.1%
BRANDED SAVINGS			BRANDED SAVINGS		
DORAL	433.0	5.8%	DORAL	324.0	4.4%
MONTCLAIR	120.0	1.6%	MONTCLAIR	115.0	1.6%
BASIC	36.0	0.5%	GPC APR	42.0	0.6%
Other	15.0	0.2%	Other	15.0	0.2%
Total	604.0	8.1%	Total	496.0	6.7%
PL/BLK & WHT			PL/BLK & WHT		
WORTH	224.0	3.0%	WORTH	226.0	3.1%
Total	224.0	3.0%	Total	226.0	3.0%

** Qtr 1 - 1997 ** Total Stores: 1

** Qtr 4 - 1996 ** Total Stores: 1

FULL PRICE	Cartons	SOM	FULL PRICE	Cartons	SOM
MARLBORO	2279.0	29.6%	MARLBORO	2536.0	27.7%
WINSTON	539.0	7.0%	WINSTON	794.0	8.7%
VIRGINIA SLI	440.0	5.7%	PARLIAMENT	503.0	5.5%
SALEM	420.0	5.5%	SALEM	491.0	5.4%
PARLIAMENT	385.0	5.0%	VIRGINIA SLI	490.0	5.4%
BENSON & HED	369.0	4.8%	BENSON & HED	411.0	4.5%
Other	2492.0	32.4%	Other	2971.0	32.5%
Total	6924.0	90.0%	Total	8196.0	89.6%
BRANDED SAVINGS			BRANDED SAVINGS		
DORAL	451.0	5.9%	DORAL	512.0	5.6%
MONTCLAIR (G)	133.0	1.7%	MONTCLAIR	117.0	1.3%
GPC APR	24.0	0.3%	VICEROY (G)	46.0	0.5%
Other	24.0	0.3%	Other	103.0	1.1%
Total	632.0	8.2%	Total	778.0	8.5%
PL/BLK & WHT			PL/BLK & WHT		
WORTH	137.0	1.8%	WORTH	172.0	1.9%
Total	137.0	1.7%	Total	172.0	1.8%

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51846 3776

Account Number: 399464 Sales Level: 122605

Name: SHOPRITE 205

BROWERTOWN RD LITTLE FALLS NJ 074240000

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97
	-----	-----	-----	-----	*****
TOTAL STORES	1	1	1	1	1
FULL PRICE					
MARLBORO	27.7%	29.6%	28.9%	30.2%	28.9%
WINSTON	8.7%	7.0%	6.3%	6.8%	6.9%
SALEM	5.4%	5.5%	7.2%	5.5%	5.8%
VIRGINIA SLI	5.4%	5.7%	5.3%	5.0%	5.5%
PARLIAMENT	5.5%	5.0%	5.3%	5.0%	5.3%
CARLTON	3.2%	4.5%	4.3%	5.5%	5.3%
Other	33.7%	32.7%	32.8%	30.8%	32.2%
TOTAL	89.6%	90.0%	90.1%	88.8%	89.9%
BRANDED SAVINGS					
DORAL	5.5%	5.9%	4.4%	5.8%	5.6%
MONTCLAIR	1.3%		1.6%	1.6%	1.3%
CAMBRIDGE	0.1%			0.2%	0.2%
Other	1.5%	2.3%	0.7%	0.5%	
TOTAL	8.5%	8.2%	6.7%	8.1%	7.1%
PL/BLK & WHT					
WORTH	1.9%	1.8%	3.1%	3.0%	2.9%
Other	0.1%	0.1%	0.1%		0.1%
TOTAL	1.8%	1.7%	3.0%	3.0%	2.8%
Total Industry Volume					
Cartons	9146.0	7693.0	7310.0	7456.0	7547.0
Vol % Change	N/A	-15.88%	-4.97%	+1.99%	+1.22%
Industry Weekly Average					
Cartons	703.5	591.7	562.3	573.5	580.5
Weekly Store Average					
Industry	703.50	591.70	562.30	573.50	580.50
RJR	200.80	156.70	151.60	152.30	156.50

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51846 3777